

BROOKLYN ADVERTISEMENT

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Dress Designs
By Local Men
Win High PlaceNew Industrial Art, Given
Impetus Five Years Ago
Here, Has Brought New
Industry to America

Paris Is Surpassed

New York Artists Prove
Their Ability to Think
Out New Fashion Modes

During the last five years there has been built up, from a small beginning in one of the halls of the American Museum of Natural History an American textile and costume art.

American artists who two years ago scarcely knew where their next meal was coming from and occupied "hall room studios" are now getting more returns from manufacturers for the best choice of the designs they turn out.

Only a few months ago a silk manufacturer of New York sent over a batch of these new American designs to Paris. Of these new goods \$200,000 worth was eagerly bought, and much more could have been sold then and there had it not been that the salesmen had to be called off because of the difficulty of shipment.

They call it an "Exhibition of Industrial Art in Textiles and Costumes," and it is to be at the museum, at Central Park West and Seventy-seventh Street, until Thursday, November 27. It is not a museum exhibit, but a "business show" be ore all else, a record of the latest in American manufacture.

Many Articles on Exhibits

There are gowns and cloaks, jackets and lengths of silks, embroideries, fur garments with costly museum exhibits alongside of them, showing the source and the inspiration. Most interestingly the primitive races have contributed to this new American design.

A dainty skating costume that any American girl would "worship" owes its being to ideas from a skin coat of Alaska. A garment of a master of the Japanese carpenter guild of the seventeenth century has inspired a designer for the lining of a superb evening wrap.

A pattern of silk grew out of the memorial window to Chaucer at Westminster. Another from a ribbon (shown by its side) made by the Indians of Guatemala and used in wedding costumes for dressing the hair. Another design, cleverly adapted, comes from the harem tent curtains of the East. One sees a pinkish blouse that owes its "cut" to a "fish skin" of the Amoor River, a bronze velvet blouse the idea for which was born in Burmah, and a perfect, wonderful, gorgeous blouse of gold and blue, there because a girl artist saw a little jacket from the Philippines, of a simple brown, and had a chance to study its "lines" and its ornamentation.

Museum Behind Movement

Behind the achievement stands first of all the American Museum of Natural History (assisted by the Brooklyn Institute of Arts and Sciences). Five years ago the institution started putting its collections of designs and applied art, primitive costumes, and ethnologic exhibits at the disposal of all who would study them.

Manufacturers who had open minds and could be induced to see possibilities in the making of a new art of American design were brought up to examine the collections. Expeditions to the Washington Square section of the city, to Greenwich Village, all over New York, brought individually promising young artists who could see, would learn, were willing to be taught.

There were three groups, the museum scientists who had as custodians this immense amount of raw material that they were sure presented unlimited possibilities of being the inspiration of an infinite number of designs, the manufacturers who could see large possibilities of design, but could not themselves draw, and the artists who did not know trade conditions, but the manufacturers wanted what could be done how to make a drawing practical, to present to a factory owner something he could make money on.

Unusual Conference Held

The "combine" that has resulted in all this success was done by a series of unusual conferences. The museum scientists brought out material unlimited, the manufacturers had their business heads, the heads of their design departments, their technical men. The artists were displayed garments, designs of age following age, and stories were told them. The manufacturers explained processes, machine limitations, just what a practical, valuable design should be. Confidently after conference brought the group closer and closer together.

One of the foremost of American silk manufacturers, headed by its general manager, the leading embroiderer of this country, several of the largest makers of women's suits and costumes, were among the earliest in these conferences. The wave of rumormongering more and more artists who saw suddenly a vast new profitable field opening to them. Hitherto the term "commercial" had repelled them. Now they saw possibilities undreamed of, a ready market opening for their wares and a storehouse full of materials with every aid possible in making use of it.

Cooperation By Museum

The museum went far in cooperation. Besides staging the many conferences and proving the real inspiration and beginning of them all, it even would arrange, on occasion and in the case of some responsible manufacturer, to have some valuable museum exhibit, some ancient garment, something unique that could be found only in a museum collection, go down to that manufacturer's workrooms, to remain there for several days, so that designers, "bosses" and work people could study it and learn the lessons taught by its "ornamentation" and its "silhouette."

Two men stand out in this development of this new American design. They are Dr. Herbert J. Spinden, of the museum staff, and M. D. C. Crawford, research associate in textiles at the museum and editor of a daily New York newspaper for the garment trade.

Dr. Spinden's great part was the selection of material that would educate artists and the manufacturers. Mr. Crawford got the manufacturers, enthused them, organized the competition for the designers, printed the winning designs and results in his trade paper (which also gave the prizes) and focused the attention of the manufacturing world upon them.

Wool Jersey Petticoats at \$5.95
Values to \$7.50

An extremely low price for Petticoats of such thoroughly desirable quality. Style's demands are met by the soft warmth of the jersey tops.

All Black Wool Jersey, with flounces of taffeta or satin.

Green or Blue Wool Jersey, of extra fine weave and weight, with flounces of changeable taffeta in blue, cerise, peacock and green, tailored in trim fashion, finished with plaiting and dust ruffle. Lengths 32 to 38 inches.

Second Floor

Fulton Street.
Bond Street.Frederick Loeser & Co., Inc.
BROOKLYN — NEW YORK

Business Hours 9 to 5:30

Livingston St.
Elm Place.Smart Sweater Novelties, \$4.75
Instead of \$6.95

Ripple Sweaters, collarless and with picturesque bell sleeves. These have a ripple skirt. Many are wearing them as blouses, with smart effect. In black, navy, turquoise, salmon and buff.

Slip-on Sweaters for Misses are in sizes 30 to 34, made of fine wool in a new black weave, ribbed at the hips and featuring a novel collar, they are decidedly jaunty. In tan, China blue, turquoise, salmon, navy and American Beauty to suit youthful style ideas. Exceptional at \$4.75.

Second Floor

Satin, Georgette and Tricotine Frocks
\$55 to \$75 Values for \$45
Marvels of Beauty and Style

IN Monday's outpouring of Winter Sales the Fifth Floor Costume Store has arranged a series of values warranted to stir the interest of every woman who learns about them.

These beautiful Frocks are an instance—all express the very newest modes; they are infused with the style and newness that have won unquestioned precedence for Loeser Apparel.

Beaded Georgette Frocks
Of \$65 Grade at \$45

Handsome afternoon Frocks in a full draped tunic skirt effect elaborately beaded. The blouse is a very dainty effect with short sleeves and is beaded over shoulders and front and back to match the skirt. All are made over silk. In a pretty shade of navy blue only.

Meteor Satin Frocks
Of \$65 Grade at \$45

A new Pannier draped Frock, displaying a three-tier effect at back of skirt and straight line front. Blouse has long sleeves with square yoke set off with pretty lace collar and deep belt with sash finished with beaded fringe.

Frocks of Tricotine
Of \$59 Grade at \$45

Of extra quality navy blue with new tunic skirt finished with three rows of heavy embroidery, giving an apron-like effect. Blouses are embroidered to match and have a vestee of gold-colored tricotine. Snug-fitting sleeves. Long string belt.

Frocks of Various Materials : \$55, \$65 to \$75 Values, at \$45

In this collection are many sample and model frocks for afternoon, street and dinner wear, of Georgettes, tricotines, serges, satins and tricotines.

All are in the very latest styles, but because there are mostly one or two of a kind, individual descriptions are not given. Sizes for women and misses.

Beautiful Frocks at \$79.50 : Values to \$125

Another special lot including late fall and winter models, of Georgette, crepe meteor, satin charmeuse, brocaded satins, nets, crepes, combinations of silk and chiffon, tricotines, tricotettes and French serges. Some are attractively embroidered, others are beaded and there are others trimmed with lace.

These come in a splendid assortment of evening shades. Sizes up to 42.

Fifth Floor

Scrim and Marquisette Curtains
1,250 Pairs in Forty Pretty Styles
\$1.85 to \$6.98 : Values \$2.75 to \$9

AN OPPORTUNITY to enrich the home appointments at a much smaller cost than usual, will find general and prompt appreciation at this time. It appears that only at Loeser's in this city are such stocks and such values to be found.

These Scrim and Marquisette Curtains are of good qualities, in white and ecru:

\$1.85 pair, values to \$3.85 \$3.75 pair, values to \$5 \$6.98 pair, values to \$9
\$2.95 pair, values to \$4 \$4.45 pair, values to \$6

Nottingham Lace Curtains

Fifty styles, including Brussels and Filet patterns:

\$1.85 pair, values to \$3.85 \$3.25 pair, values to \$5

\$2.45 pair, values to \$3.75 \$4.50 pair, values to \$6.75

\$2.95 pair, values to \$4.50 \$5.75 pair, values to \$8

Marie Antoinette Lace Curtains

Pretty French styles:

\$4.75 pair, values to \$6 \$5.85 pair, values to \$7.50

\$6.75 pair, values to \$8.50

Third Floor

Imported Irish Point Curtains

Special at \$3.98, \$10.98, \$14.98 and \$16.98 Pair

Three hundred and fifty pairs, mostly white; some cream and ecru.

Handsome Cretonnes

49c. yard, values to 75c. 69c. yard, values to \$1.15

Over one hundred designs and color effects.

Filet Curtains Nets, 39c., 49c. and 59c. Yard

In white, cream and ecru.

Curtain Marquisettes and Scrims

39c., 45c., 59c. Yard

In a variety of styles. In white, cream and ecru.

6,000 Pairs Women's Washable Gloves
69c. Pair for a Full \$1 Value

THESE are excellent Gloves for general wear and certainly a fine value for 69c. a pair.

Two-class, suede finished, washable fabric Gloves in white, black, gray, amber, mocha, tan and brown, with self and contrasting color backs.

Main Floor

\$2.10 Novelty Jeweled Necklaces—\$1.59

AN IMPORTER'S surplus and a fine value for those who are at work on Christmas lists.

Many exclusive and dainty designs in sapphire, coral, amber, pink and jade. Each stone is capped with filigree ornament and connected with metal motifs, and finished with double pendant to match.

We have sold hundreds of these Necklaces at \$2.10; special tomorrow at \$1.59.

Novelty Jewelry Store, Main Floor.

Boys' All-Wool Two-Trouser
Holiday Suits, \$25

SUITS a boy may be proud of, no matter where he visits, or what visitors come—Suits of such apparent QUALITY that they are fit for "holiday best" wear by boys accustomed to the smartest clothes. The fabrics are ALL WOOL tweeds, cassimeres, chevots; the tailoring and styling are imitatively fine; the WORKMANSHIP and the two pairs of Trousers insure WEAR beyond TWO ordinary Suits.

It is not only a matter of pride, but a matter of soundest ECONOMY to buy one of these two-trouser Suits! Come in tomorrow and see how much further \$25 goes in ONE Suit than \$30 invested in TWO!

Boys' Store, Main Floor, Elm Place.

Silken Lingerie at \$4.98

Offering Matchless Values

CHARMING variety of styles at this tempting price—all typical of Loeser quality standards—all as dainty as the most fastidious woman could desire. Featured are

Nightdresses of crepe de chine in the band and shoulder strap models, so favored. Also

Envelope Chemises, fashioned of washable satins and crepe de chine, in five fascinating new styles.

Nightdresses, \$6.08 to \$10.48

More elaborate styles in crepe de chine and satin. Newest of Empire and slip-on effects; are lovely with laces or are hemstitched and tailored.

Dainty Undermuslins, \$1.98

At this price of especial economy—Nightdresses, Petticoats, Camisoles, Envelope and Straight Chemises, Combination Garments of nainsook and batiste, in various models—both the serviceable and the dainty styles.

Boxed Linger'e for Gifts

Corset Covers, 75c. to \$1.50

Envelope Chemises, \$2 to \$3

Sheer and pretty, trimmed with laces or lace with embroidery.

Warm Flannellet Underwear

Nightdresses \$1.98 to \$2.98

Petticoats 69c. to \$1.98

Knitted Petticoats \$1.25 to \$1.98

Pajamas, one-piece styles, \$1.98 to \$2.98; two-piece styles, \$2.25 to \$2.98

Camisoles for Christmas Gifts

Crepe de chine and wash satin, 98c. to \$8.50; with a choice selection of elaborate styles, at \$5 to \$8.50.

Second Floor, Livingston and Bond Streets.

Sale of Winter Suitings and Coatings
Duvet de Laine, Velour de Laine, Duvet Superior, \$5.95
Including Values Up to \$7.95

AN IMMENSE STOCK of these most popular fabrics for winter suits and coats, all of worthy qualities and in the most desirable shades, and because of a special purchase all offered for less than the regular prices.

Duvet de Laine, Velour de Laine and Duvet Superior are weaves with the soft, smooth finish. They are 54 inches wide, and in the preferred shades.

Second Floor

Men's \$8.50 House Coats at \$5.95

AN UNUSUAL opportunity to purchase House Coats for gifts at a liberal discount. They are made of plain shade cloths, edged with silk cord and finished with frogs on front of coat. In dark Oxford, navy, brown, myrtle and maroon. Sizes 34 to 50.

Men's Blanket Bath Robes

\$4.85, \$5.95, \$7.50, \$8.95 and \$10

An assortment which is sufficiently varied to satisfy everybody.

\$3 Domet Pajamas, \$1.95

\$3.50 to \$5 Domet Pajamas, \$2.65

Well made and finished Pajamas in neat designs.

Main Floor

Furs for Beauty and Fashion
As Well as for Winter Warmth
Here in Broad Range at Moderate Prices

SUCH FURS as are bringing the Loeser Store to the attention of discriminating women. Such Furs as have been selected for their deep, rich peltry; their beautiful marking and coloring, the softness that means WEARING QUALITY—and for their RELIABILITY.

We believe them the best Fur values; the best Furs for personal wear; the best Furs for gifts, that have been presented for the prices this season.

Hudson Seal Coats

(Dyed Musquash)

\$265, \$295 to \$450

30 to 40 inches long. Full belted models, with large shawl and cape collars; lined with soft silks.

Hudson Seal Dolman Coats

\$425 to \$695

Full models, large crush shawl collar, lined with handsome brocade and pussy willows.

Hudson Seal Coats

\$435 to \$725

36 to 49 inches long. Large cape collar and cuffs of skunk; lined with handsome silks.

Near Seal Coats, \$225 to \$250

36 inches long. Full models.

Pony Coats, \$110 to \$225

Plaid and trimmed with nutria and beaver collar and cuffs. Full models.

Marmot Coats, \$135

36 inches long. Natural raccoon collar and cuffs. Full belted model.

Natural Muskrat Coats, \$145

30 inches long. Full belted model. Large shawl collar and cuffs.

Scotch Mole Coats, \$725

Large cape collar and cuffs of skunk. Extra full model, 47 inches long.

Mink Coats, \$1,595 and \$1,875

Of choice, selected skins, full length model. Lined with handsome brocades.

Stone Marten Scarfs

\$50 and \$95

One and two skin animal effects.

Japanese Sable Scarfs

\$37.50, \$45 to \$75

One and two skin animal effects.

Mink Scarfs, \$30 to \$35

One skin double fur effect.

Beaver Scarfs, \$25 to \$40

Chin and collar effect.

Skunk Scarfs, \$22.50 to \$50

Double fur, fancy and collar effect.

Skunk Capes

\$55, \$65 to \$115

Animal effect.

Fox Sets, \$85, \$95 to \$195

Taupe and Kamchacka shades.

Beaver Capes, \$95

Large shawl collar effect.

Black Lynx Scarfs

\$75 to \$115

Collar and animal effect.

Natural Dark Raccoon Scarfs, \$30

Double fur animal effect.

Dyed Skunk Scarf

\$15 to \$32.50

Animal and cape effect.

Taupe Kit Fox Sets, \$55

Animal Scarf and Muff with six heads, tails and paws.

Fox Scarfs, \$55

Taupe and black.

Taupe Wolf Scarfs, \$42.50

Taupe Fox Scarfs \$35 and \$45

Second Floor

Aids to Prepare the Thanksgiving Feast

A SERIES OF SALES that include so many of the needfuls for preparing the Thanksgiving feast that if anything be still lacking for your preparations you can come tomorrow, till your needs—and SAVE. These are a few of the more outstanding features:

Thanksgiving Aluminum Ware Specials

Sale of Casseroles and Pie-Servers

\$5 Oval Casseroles at \$2.98

Very handsome design, nickel plated pierced frames in artistic patterns. Insert of black and white Grecian key border.

Nickel plated pierced frames, fireproof glass insets.

7-in. round, \$2.69, reg. \$3.29.

8-in. round, \$3.48, reg. \$4.29.

8-in. oval, \$3.48, reg. \$4.69.

9-in. oval, \$4.25, reg. \$5.29.

\$6, \$6.50, \$7.50 Casseroles, \$1.48 and \$4.98

Nickel plated pierced frames, fitted with extra nickel covers and brown and white fireproof insets.

8-in. round, \$4.48, reg. \$6.

8-in. oval, \$4.48, reg. \$6.50.

9-in. oval, \$4.98, reg. \$7.50.

Pie-Servers

Nickel plated pierced frame, fireproof glass insets.

8-in., \$1.69, reg. \$2.10.

9-in., \$1.89, reg. \$2.45.

\$5 Three-Piece Carving Sets, \$3.25

Stag handle, 9-inch steel blade, in choice of shapes, sharpening steel and fork with guard.

\$3.25 Two-Piece Carving Sets, \$1.98

6-inch blade Bird or Steak Carver and Fork, with sterling silver mounted stag handles.

\$2.69 Set Saucepans, \$1.69

Heavy gauge, highly polished; 1, 2, 3 quart capacities.

\$4.75 Covered Saucepan Sets, \$2.98

Extra heavy gauge, highly polished; 2, 3, 4 quart sizes; straight sides, long handles, fitted cover for each size.

Special—Nu Lid Cook Pots

A combination colander, vegetable cooker and self-basting roaster. Opening may be used as strainer or entirely closed. Patent trip lock lifts off lid with use of only one hand.

3 quart size, \$1.98.

4 quart size, \$2.39.

Aluminum Stove Percolators, \$2.48

Design of graceful Colonial type; makes five cups at a brewing. Ebonized handle and glass top.

\$4 Universal Percolators at \$2.75

5-cup size, heavily nickel plated on pure copper, highly polished, with ebonized handle and separate metal stove plate to avoid contact with flame.

Aluminum Utensils of Highest Grade Priced
Near HALF in the Aluminum Sale

Ware of the highest grade, from one of the largest producers of Aluminumware in America, reduced close to half price because of slight factory errors that do not impair in the slightest the usefulness or appearance of a single piece.